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**Z-2253**  
**GLOBAL HOLDINGS, LLC**  
**GLOBAL HOLDINGS PLANNED DEVELOPMENT**  
**CBW TO PDMX**

**STAFF REPORT**  
**11 August 2005**

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**REQUEST MADE, PROPOSED USE, LOCATION:**

Petitioner, Craig Irvine (and surveyor Starr & Associates) is requesting the rezoning of 0.291 acres known as Lot 6 and part of Lot 5 in Andrew's Addition to the Town of Chauncey, now West Lafayette, for the purpose of redeveloping the commercial site with a new 3-story building consisting of 2500 sq. ft. of commercial/retail space on the first floor and 18 efficiency apartments on the second and third floors, located in the Village at 127 Northwestern, west of the intersection with Columbia Street across from the West Lafayette Public Library, Wabash 19(NE) 23-4.

**ZONING HISTORY AND AREA ZONING PATTERNS:**

The property in this case is zoned CBW as is the area north and south of it in the Village commercial district. Land adjacent, east and west, is zoned PDRS and PDMX respectively. Zoning beyond the block and a half surrounding the site is solidly R3W. The zoning history for this area, and most of West Lafayette for that matter, is very predictable. During the past 6 years, virtually all rezoning requests in the surrounding area have been for planned development. Of fourteen cases, eight are within two blocks of this site; Chipotle PDNR (Z-2225), Chauncey Townhouses PDRS (Z-2216), Chauncey Square PDMX (Z-2192), State Street Towers PDMX (Z-2134), Villa on Pierce Street PDMX (Z-2122), West Lafayette Library PDNR (Z-2109), Salisbury Place PDMX (Z-2105) and State Street Commons PDMX (Z-1998). Excluding Chipotle, Chauncey Townhouses and West Lafayette Public Library the remaining five cases are all mixed-use developments with both commercial and residential components.

**AREA LAND USE PATTERNS:**

The site in question is currently home to three businesses, most notably Irvine Travel Service, and three apartments with a total of six bedrooms. Eighteen parking spaces located behind the building currently serve the uses listed above. To the north, in the same block, are a 3-story mixed-use building with first floor retail and residential units above and a one-story, stand alone, retail building. East, across Northwestern from this site, is the new West Lafayette Public Library & Parking Garage. Morton Community Center is further east in the block beyond the library. South, along both sides of Northwestern, South and State Streets, and west, across the alley, is a mix of commercial uses, restaurants and apartments.

**TRAFFIC AND TRANSPORTATION:**

Access to the surface parking located behind the existing building is from the alley that runs parallel to Northwestern. Access to the 27 off-street surface parking spaces shown in the new proposal will use the same alley route. Utilizing the University Proximate parking standard, 18 spaces (one per efficiency unit) will serve the residential component of the project. The remaining nine spaces will be available for the first floor commercial uses at a rate of 1 space/277 sq. ft. of floor space. Petitioner will restrict the percent of retail space that can be used for eating and drinking establishments to no more than 75%. The other 25% will allow

only those uses permitted in CBW zones and that require 1 space/200 sq. ft. or fewer parking spaces. On-street parking is allowed on both sides of Northwestern in the 2-block area between North and the intersection at South/State Sts. Parking is restricted to one hour and available to Village patrons on a first come first serve basis.

Prior to 1998 the parking standard for uses located in the Village's Central Business Pedestrian zoning district (CBP), was 1space/125 sq. ft. After calculating a 40% reduction unique to the West Lafayette CBP zone for "customer oriented retail uses" the standard effectively became 1space/200 sq. ft. With the adoption of NUZO in 1998 the parking reduction language for the CBW zone (previously CBP) was dropped and uses formerly lumped together, under customer oriented retail uses, were separated into individual categories. "Eating and drinking establishments", or restaurants, became a single land use assigned a standard of 1 space/100 sq. ft. doubling the number of required parking spaces needed. Most other retail/commercial uses were assigned the standard of 1 space/200 sq. ft.

The project site is located within the study area included in the ***Purdue University Area Amendment to the Transportation Plan for 2025***. In an effort to "better serve mobility needs in the Purdue University area" three goals are outlined in the plan: First, to provide safe and efficient movement of all transportation modes, to, from, through and around campus; second, encourage pedestrian traffic and discourage vehicular traffic in the central core of the campus; third, provide parking choices for all user groups including faculty, staff, commuting students, resident students and visitors.

Transportation changes recommended by the plan near petitioner's site include: reversing traffic on Northwestern from one-way south bound to one-way north; reversing traffic on Grant Street from one-way north bound to one-way south; making Chauncey, south of State Street, one-way north bound from Williams to State; and constructing a new parking garage immediately east of the Grant Street Garage in the block south of State. Another proposed improvement under consideration, though not in the Purdue Area Amendment, is to make Chauncey north of State Street one-way north from State to South Street. It is projected that completion of the entire plan will take 20 years anticipating that one project will be constructed every 3-4 years.

#### **ENVIRONMENTAL AND UTILITY CONSIDERATIONS:**

City sewer, private water and utilities are all presently serving the site. An on-site dumpster is shown in the parking lot.

In keeping with the pedestrian nature of the Village the project design incorporates pedestrian friendly signage, building materials and land use. The building is shown close to the sidewalk. Windows, landscaping and awnings have a pedestrian scale and add visual interest to the building's exterior. All off-street parking is shown behind the building consistent with other businesses in the area except for one newer suburban styled retail building at North and Northwestern.

Signage for the project would use the standards in the CBW zone. Exceptions to the standard would include permitting awning signs (limit of 10 sq. ft. per tenant), sandwich boards (limit 10 sq. ft. per side), window signs (cannot use prohibited signs in windows) and blade signs (limit 8 sq. ft.).

#### **STAFF COMMENTS:**

APC and City staff have discussed parking standards in the Village on and off for years. At the heart of every discussion for the last 6 years is the fact that nearly every redevelopment project in the area has used Planned Development zoning in order to negotiate a reasonable parking

standard that factors in the area's pedestrian component. The current standard for a restaurant in CBW is 1space/100 sq. ft. with no allowance for the pedestrian character of the Village, which is the same standard that would be applied to a new restaurant locating in the GB district along Sagamore West, a suburban design that caters to vehicular traffic. Yet, the CBW zones are defined as "... core business areas in the City of West Lafayette which experience significant vehicular and pedestrian traffic in their locations adjacent to Purdue University, for retailing, services, government and professional offices, cultural, recreational and entertainment establishments, housing, commercial lodging and transportation facilities." The closest equivalent zoning district to CBW is the CB district located in downtown Lafayette where 100% of new residential parking must be provided but the parking requirement for commercial land use is zero.

The City of West Lafayette recently hired a consultant to study the parking conditions in the Village. Parking problems in the area are unique because of its proximity to campus. Unlike downtown Lafayette the mix of apartments, commercial/retail business and the tendency for students to use the Village as short term and overflow campus parking poses a difficult challenge. Once the parking study is complete the Plan Commission may be asked to consider a new parking standard for the Village. Until that time, any new redevelopment plan will face the same two options as the petitioner does in this case: variance or planned development? As is evident by looking at the zoning map and variance request history for the Village, both are routine occurrences. What that trend tells us is that the application of suburban parking standards to the most urban parts of the community may not be appropriate.

Parking aside, the proposal does contain many positive elements. The building location and design are pedestrian oriented and sensitive to the urban setting. Overall greenspace is significantly increased over what exists. Land use and signage are both appropriate for this property. Restrictive language limiting use of the building will help assure that the project does not overwhelm the site. And finally, the outcome of this and other similar projects will help provide the City and its consultant with good examples of what does and does not work in this unique part of the community.

Staff believes that the project design and proposed uses will be an asset to the area. With the support of City staff and work actively underway to help provide a permanent solution to the parking standard question in the Village, APC staff can give this project a favorable recommendation.

**STAFF RECOMMENDATION:**

Approval, contingent on meeting all requirements of *UZO 2-27-10* for submission of Final Detailed Plans, signed off by those noted in that section to include:

1. All sheets (other than preliminary plat) that make up the approved Preliminary Plan;
2. PD construction plans per *UZO Appendix B2-2*;
3. A final plat per *UZO Appendix B-3-2* as applicable;
4. Appropriate surety submitted with final plat;
5. Planting plan and plant schedule approved by the West Lafayette Greenspace Administrator;
6. Correction on sheet 6 to disallow sign exception #3: Wall mounted case.